

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
September 15, 2011**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on September 15, 2011 at 8:00 a.m. at the Radisson LAX located at 6225 W. Century Blvd., Los Angeles.

30 individuals attended the meeting as follows:

- Grant Coonley, Hilton LAX
- Cindy Boulton, Radisson LAX
- Michael Washington, Sheraton Gateway LAX
- Brian Vandehey, The Parking Spot
- Bill Geary, Geary Realty
- Paul Gnasso, Ace Parking
- Bryan Porter, Hines
- Phil Campanelli, Embassy Suites – LAX North
- Israel Mora, Courtyard by Marriott
- Shar Franklin, Embassy Suites – LAX South
- Ed Pomponio, DSS
- Alan Liker, Budget Rent a Car
- Lulu Hardman, Charles Dunn
- Vincent Medina, Lotus Property
- Brian Gordon, Lotus Property
- Bruce Baltin, BKF Consulting
- Patrick Lantz, Kindel Gagan
- Tom Flintoft, Kindel Gagan
- John Noguez, County Assessor
- Roderick Diaz, Metro
- Cory Zelmer, Metro
- Chelsea Dickerson, Consensus Inc.
- Sy Nguyen, Assessor Office
- Adam Dasho, Assessor Office
- Miki Payne, HB Drollinger
- Eric Glyn-Davies, HBD
- Andy Luis, HBD
- JD Webster, Neighborhood Council
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. **WELCOME / INTRODUCTIONS**

Grant Coonley welcomed the attendees and introduced the special guests.

2. **PUBLIC COMMENTS**

No public comments offered.

3. **APPROVAL OF MEETING MINUTES – July 7, 2011**

The minutes of the July 7, 2011 board of directors meeting were approved as presented.

4. **FINANCIAL REPORT**

Laurie Hughes presented the Budget vs. Actual report for January through August 2011 reflecting total income of \$1,043,102.54 and total expenses of \$870,284.70 for the period.

The financial report was unanimously approved by the Board of Directors.

5. EXECUTIVE DIRECTOR'S REPORT

Ambassadors

On August 8th the Renaissance Montura Hotel reported a theft of property (large hourglass) from their lobby. The information of the theft was reported to other Gateway To LA members via the email tree. Because the information was circulated, the property located at Embassy Suites and was returned Renaissance Montura Hotel.

During the months of July and August, there were no burglary or thefts from motor vehicle reported to the Gateway office.

	<i>Jul-11</i>	<i>Jul-10</i>	<i>Aug-11</i>	<i>Aug-10</i>
<i>Citizen Contacts</i>	853	835	869	839
<i>Panhandler Contacts</i>	133	140	135	119

Ocean Express

Ridership down 10% for 2011.

Ocean Express hours to change to hourly operation effective October 1st with the last run at 8:00 p.m.

	<i>Jul-11</i>	<i>Jul-10</i>	<i>Aug-11</i>	<i>Aug-10</i>
<i>Passengers</i>	6822	7031	6870	6940

Passenger Totals by Year

<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>
49,327	56,266	64,690	79,501	74,639	70,837	45847
+16%	+14%	+13%	+23%	-6%	-5%	-10% over the first 8 mo 2011

Keep It Green

Along with their regular duties the maintenance crews have been using any spare time to do additional weeding and graffiti removal. In some location (bus benches) the graffiti needs to be removed every week.

Gateway to Greener L.A.

Currently in the permitting process for placement of the new Trash Receptacles.

Sidewalk Improvements

Bureau of Street Services – Frontage road paving completed. Century Blvd. next on schedule for repaving.

LAWA

- *Met with LAWA to discuss maintenance of Century Blvd. LAWA would like to turn over responsibility of landscaping maintenance to GW. Possible solution is to expand the BID to include LAWA properties on southside of Century Blvd. RFP for landscaping services has been drafted and will be going out to vendors for bid.*
- *Met with LAWA to discuss JC Decaux advertising agreement which is up for renewal in one year. Requested that LAWA change language related to restrictions of advertising on shuttle going into the Central Terminal area. The current contract gives JC Decaux exclusive rights on all advertising and restricts advertising on shuttle vehicles.*

OUTDOOR ADVERTISING

New Outdoor Advertising Ordinance is being considered by L.A. City Council. The ordinance would allow Century Blvd. to become a Sign District. A sign district would mean that bill boards could be changed to digital. We have met with the Outdoor Advertising Assoc. and Regency Outdoor Advertising to discuss possible ideas for collaboration that would benefit both GW and the Outdoor Advertisers. Some ideas include revenue sharing to pay for landscaping, lighting and arts program in exchange for supporting a Sign District with limited digital billboards and an overall reduction of billboards.

Upcoming Meetings

Meeting with Councilman Rosendahl will be rescheduled.

Annual Meeting – November 10th

Holiday Lunch Concert – November 22

6. GUEST SPEAKER – Robert Gardner, RCLCO

Mr. Gardner, Chair of the Century Boulevard Technical Assistance Panel sponsored by Councilman Bill Rosendahl, presented the report and recommendations from the ULI-TAP. Recommendations included:

- *Develop a district with identifiable, linked nodes to create value*
- *Support and leverage the MTA improvements*
- *Elevate the priority of ConRAC and create a grade-separated people mover*
- *Make the district pedestrian friendly*
- *Explore airport targeted business*
- *Improvement leadership, communication, cooperation between stakeholders*

- *Begin NOW*

7. Metro – Crenshaw / LAX Transit Corridor Update

Cory Zelmer, Metro, presented the latest ideas for linking the Crenshaw Transit Corridor with LAX.

8. Tax Assessor Update

John Noguez, County Tax Assessor, distributed the 2011 Annual Report and encouraged members to be informed about proposed legislation to change to the commercial property tax rates.

Meeting adjourned.